



**CAPCA BOARD OF DIRECTORS MEETING  
MINUTES**

February 10, 2018

Grove Park Inn, Asheville, NC

| <b><u>Board Members</u></b>           | <b><u>Role</u></b>                  | <b><u>Present</u></b> | <b><u>Absent</u></b> |
|---------------------------------------|-------------------------------------|-----------------------|----------------------|
| Rich Weber                            | President                           | X                     |                      |
| Duane Mummert                         | Vice President/Program Director     | X                     |                      |
| Bill Lane                             | Treasurer                           | X                     |                      |
| Kevin Nesbitt                         | Secretary                           | X                     |                      |
| Mike Abraczinskas                     | 1 <sup>st</sup> Year Director       | X                     |                      |
| Jessie King                           | 2nd Year Director                   | X                     |                      |
| Melvin Stroble                        | 2nd Year Director                   | X                     |                      |
| Barbara Sease                         | 1 <sup>st</sup> Year Director       | X                     |                      |
| Ross Smith                            | Immediate Past President            |                       | X                    |
| Dale Overcash                         | Past President                      | X                     |                      |
| <b><u>Staff Members</u></b>           | <b><u>Role</u></b>                  |                       |                      |
| Ann Daniel                            | Executive Secretary                 | X                     |                      |
| Connie McElroy-Bacon                  | Conference Coordinator              | X                     |                      |
| Kristi Grigg                          | Accountant                          |                       | X                    |
| Terry Bacic                           | Registration                        |                       | X                    |
| <b><u>CAPCA Committee Members</u></b> | <b><u>Committee Represented</u></b> | <b><u>Present</u></b> | <b><u>Absent</u></b> |
| Dale Overcash                         | Marketing Governance Committee      | X                     |                      |
| Carl Burrell                          | Marketing/Arrangements/Events       | X                     |                      |
| Max Justice                           | Governance                          |                       | X                    |
| Penny Mahoney                         | Membership & Marketing              | X                     |                      |
| Jenny Tang                            | YP / Members & Marketing            | X                     |                      |
| Katlyn McIntosh                       | YP                                  |                       | X                    |
| Randy Taylor                          | Marketing/Governance                | X                     |                      |
| Beth Partlow                          | Marketing/Governance                | X                     |                      |
| Myra Reece                            | Finance/Program Planning            | X                     |                      |

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## **I. President's Comments/Items** *(Rich Weber)*

Call to Order – CAPCA Board of Directors meeting was called to order by President Rich Weber at 11:21 a.m.

- a. Introductory Comments – Rich thanked all the board members for attending, mentioned the previous meeting difficulty with the weather. Welcomed Barbara Sease as a BOD member.
- b. Attendance Focus- Rich Weber mentioned attendance is a concern. He distributed data showing 2017 has “stabilized” and we hope to reverse the previous loss of attendance numbers. Penny Mahoney mentioned the percentage of industry attendees has stayed constant in large part. Industry is key as is the participation of the regulatory agencies. New initiatives to boost attendance were discussed.
  1. Jenny T. mentioned the YP event scheduled for Raleigh on 2-15-18 at Raleigh Brewing has 15 attendees RSVP. Rich mentioned he was anxious to see how it goes. Penny would mail Jenny materials.
  2. Began a Wednesday morning technical session initiative. For Spring 2018 Air Modeling 101- Chapter 1 will be delivered by Trinity Consultants. There are 12 registered. Rich will continue to monitor.
  3. Live Conference registration status is now available for BOD member so they can manage accordingly. Bill L. mentioned the same link will allow a snapshot of the event. Randy mentioned the app is tied to Lanyan.
  4. Conference themes will now be promoted. For Spring 2018 “EPA-One Year Later”. This is in an effort to increase attendance by attracting individuals who may other wise not attend. Rich Weber mentioned we should have a tag line generated (for each conference).
  5. Begin using a tag-line “CAPCA- Where Air Quality Professionals Meet”- on Email blasts.

6. Develop a CAPCA two-minute promotional video for posting on the website. Plan is to make the video and interview attendees in April 2018. Penny Mahoney confirmed the scheduled at the 2018 Spring Meeting at the GPI.

7. Young Professional Chair and Co-Chair to actively manage the CAPCA LinkedIn Site Jenny would post one post and asked everyone to follow. Dale was concerned about content. Kevin N. suggested membership provide content, Beth P. was concerned about use for advertising or marketing. Rich also suggested putting a link to the LinkedIn on the CAPCA website. Penny suggested any access to the LinkedIn page must be “members only” Jenny Teng asked which website, no real preference. Jenny also mentioned LinkedIn is “not really my generation” Barbara S asked for a synopsis on LinkedIn.

8. Have a high level EPA Key Note Speaker at Conference. Rich suggested Trey Glenn of EPA Region V and Secretary Regan of NC DEQ and asked how to best advertise. Connie spoke about rooms possibly available for speakers and noted some speakers may already have rooms.

9. Focused Campaign to solicit new vendors (exhibitors). Kevin sent 15 marketing emails out to prospective exhibitors- Connie was provided a spreadsheet. Connie B. mentioned she had 15 more and would send the contacts to Kevin.

- c. Confidentiality Agreements, Whistleblower, and Conflict of Interest Policies for Board Members and Volunteers The documents were postponed until this meeting due to the attendance challenges at the December meeting due to the weather. Rich Weber mentioned nothing has changed and documents were collected individually. Dale Overcash mentioned Rich has to sign the forms. The COI was sign on signature page only, and Rich was to sign the confidentiality agreement.

## II. Secretary's Report *(Duane Mummert- Past Secretary)*

- a. Review / Approval of Minutes from October December 9<sup>th</sup> Board Meeting – Duane reviewed the meeting minutes with the Board. Ann mentioned a change from 53 to 52 booth spaces, Rich mentioned a quote was still required for the Programs (page 6, December 2017 BOD minutes) Mike A. made a motion to approval all the minutes with the changes discussed. Barbara S. seconded the motion. the Board all voted in favor and the motion passed.

### **III. Treasurer's Report** *(Bill Lane)*

- a. Review of Current Financial Status

Bill L. mentioned the unaudited financial figures are down due to under registration in both attendees and booth spaces- this was previously discussed.. Bill mentioned there are not a lot of liabilities and we have approximately and liquid assets are strong. Bill put together a provisional budget, see budget A addendum.

- b. Final 2017 Actual vs Projected Budget- Bill L. reviewed the 2017 budget performance and noted that due to declining attendees and exhibitors there was shortfall vs. budgeted income. Bill L. did note that there could be income carried over from credits given in 2016 due to the hurricane. Bill L. also noted that expenses were below budget and investment income was higher than expected and CAPCA remains in good financial standing for now. Bill mentioned to Kevin there is no reason to put any kind of sell order to respond to market fluctuations.
- c. Final 2018 Budget Mike A. made a motion to accept the budget, Melvin Stroble seconded, accepted unanimously by the Board.
- d. Vanguard Account Access- Bill also discussed the Investment Policy and Statement, started this 2 years ago and invested in 2 mutual funds, with intention of keeping the funds stable to accrue. This was started in 2017. Bill reviewed a pie chart illustration of the allocations. Bill stated after a policy review, no changes are recommended as he funds are performing well. Key points – the BOD as group is involved, this is a long term investment where CAPCA is trying to build reserves with the intent to give the BOD flexibility. Bill requested approval to have access. Bill Lane made a motion to replace Dale as the authorized party, this was seconded by Jessie K. and approved by the BOD. Beth P. suggested changing the by-laws to allow changes to the people who are allowed access to the account.

#### **IV. Spring 2018 Conference** *(Duane Mummert)*

a. Draft Program Review – Duane stated Dale was set for the Wednesday AM technical Session -Air Modeling 101. Jenny T. said the Young professionals were set for lunch with Melinda Washington. The set topics for the Spring 2018 meeting were:

- Greenhouse Gases 101: The Science Behind It All
- Permitting Modifications and Renewals: A Practical Guide
- Regulatory Updates – EPA, SC and NC
- A New Scorecard – Air Quality Standards and Sustainability Goals
- Compliance Certifications & Pitfalls
- The Latest in Environmental Law
- EPA One Year Later

1. Speaker Status- Randy Taylor mentioned he had one speaker for the GHG session and was looking for two others. Jenny had confirmed Michael and was reaching out to Mark. For Thursday AM DEQ Perspective, Secretary Regan was to be confirmed with Preston Howard of NCMA as a back-up if required. Mike A. mentioned his speakers would switch to Mr. Ken Wagner or Trey Glenn. Barbara said the last session for Friday is confirmed. Connie asked that the speaker info be forwarded to her.
2. Deadline for Topic Descriptions- Duane stated the deadline is 3/1 Ann D. confirmed. Randy T. asked for a description to load into the CAPCA app. Connie stated Myra would send info on EPA sessions. Rich W. suggested mentioning the EPA person in title with a profile picture.

b. Conference Attendance Status (Connie McElroy-Bacon)

Connie sent a link from Lanyon to each board member regarding meeting attendance. The link is live and when accessed will provide a snapshot of the registration and exhibit numbers. Board members can use it throughout the registration process to check attendance.

- c. Registration (*Ann Daniel and Connie McElroy-Bacon*) – Rich asked about the program. Jessie had commented that she would like to see a new look in color on the program. Ann stated more colors and slick paper would be more. Kevin made a motion to print in color, Duane seconded and the motion was carried unanimously. Connie M. reported that the Lanyon one year contract needed to be renewed and she would investigate what needs to be done. Connie mentioned there were 42 exhibitor booths available and there are 260 rooms available in the block for CAPCA of which 20 were set aside for gov't. Connie mentioned Vicki Woods had retired and asked that CAPCA consider providing a room at cost as Vicki assists in registration. The board gave approval to add Vickie to the volunteer list and pick up her room as one of the comps provided for GPI room pick-up.
  
- d. Contributors / Exhibitors (*Ann Daniel and Connie McElroy-Bacon*) – Ann stated 7 sponsors had paid and 7 other sponsors had pledged. Santee Cooper can't contribute, AECOM was approved, SCE&G cannot attend, Myra mentioned she would call Dominion. Mikropul might be interested in sponsoring an even as was Kirkpatrick Stockton. Rich mentioned we were down vs. the budget were down \$15,000. Ann mentioned Parker Poe, Volvo, Samsung would be approached and the Boeing had committed. Rich felt this was good.
  
- e. Arrangements (*Connie McElroy-Bacon*)
  - 1. Food and beverage costs update -- Connie M. reported a 3% increase in food and beverage per the contract but we were covered.
  - 2. YP and Technical Workshop- The YP luncheon and the 101 course individuals would be covered.
  - 3. Parking/Internet – Per Connie, internet would be free in room with charges for internet in the conference room. Parking is free for the BOD meetings only.
  - 3. Gifts / Other – Connie M. stated the gifts and costs were reviewed. Headlamp, camping light, and cooler. A vote was taken and the headlamp was chosen for spring and the picnic blanket was selected for the fall gift.
  
- f. Survey Monkey (Randy Taylor) Randy said they are set for next year, Dale asked if there were any questions. There were none.
  
- g. Conference App- (Randy Taylor) Randy told the BOD they would be using a new container app which requires downloading.

## V. Committee Updates

- a. Governance (*Ross Smith*) – Ross Smith was not in attendance. Nothing was discussed.
- b. Finance Committee (*Bill Lane, Kevin Nesbitt*) -- Bill L. reported that an audit was required and should be completed between this meeting and the Spring Conference. Bill Lane, Kevin N, Kristi Grigg, Rich Weber, Ann D. and Connie M. should attend. Bill and Mike mentioned they could potentially host it at DEQ. It was tentatively scheduled for March and the attendees would coordinate on the final date.
- c. Membership and Marketing Committee Update (*Penny Mahoney*) - Penny said they were ready for 70's theme with a Saturday Night Fever event for Thursday.. There will be 70's candy in a jar as a contest, and a costume contest. For special foods, Connie said they were having "groovy gathering" foods
  1. 50<sup>th</sup> Anniversary Update- Penny say they had planned for the Spring with a magic show on Thursday with a "50 Years of Magic Theme" and a "Magical Ball", a dressy event. For the Fall, Penny said they were set with a luau with Beach Music, they are working on the cost, the hotel approved the fire dancers, the North Tower was verbally booked after luau, with an overall Carolina Beach Party Theme.
  2. Promotional Video- penny stated it was set for Spring 2018 for internet use. Recording will be all day Thursday, we are putting the videographer in a room for one night to reduce cost and that 5 industry people would be interviewed about the value of CAPCA to them.
- d. Young Professionals Committee Update (*Jenny Tang*) -- Jenny T. reported the blog is up, there is a networking event in Raleigh for February. LinkedIn has one post and she now has direction Sponsors for the YP events are in process including Bartlett Controls or ECS. For the YP Event music would be by Jimmy the DJ.

## VI. Other Business

a. Marketing to Vendors Update (*Kevin Nesbitt*) – Kevin repeated he had sent 15 emails out to prospective exhibitors. No confirmed response as of this meeting.

b. Board meeting dates in 2018

June 16, 2018 – Myrtle Beach  
August 4, 2018 – Myrtle Beach  
December 8, 2018 – Grove Park Inn

Conference Dates  
April 11-13, 2018  
October 24-26, 2018

## **VII. Closed Board Meeting**

No business, so the Board did not hold a closed meeting.

## **VIII. Future Board Meeting & Schedule**

a. The next Board meeting will be Wednesday April 11, 2018 at the Grove Park Inn in Asheville.

## **IX. Adjourn**

Kevin N. made a motion to adjourn the meeting at 3:07 p.m. Bill L. seconded the motion, the Board all voted in favor and the motion passed.